

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method for providing an archived material from a web site, comprising:  
receiving a request from a requestor for a text item to be delivered as a web page from the web site;  
retrieving a first instance of the archived material comprising a plurality of items organized into a formatted text document, the plurality of items of the first instance comprising ~~at least one~~ the requested text item and at least one accompanying, non-requested text or non-text item; [[and]]  
determining that the at least one accompanying, non-requested item of the plurality of items is substitutable in that the at least one accompanying, non-requested item may be removed from the first instance of the archived material and replaced by another at least one accompanying, non-requested item so as to generate a second instance of the archived material comprising a plurality of items organized into a formatted text document, the plurality of items of the second instance comprising the requested text item and the another at least one accompanying, non-requested text or non-text item;  
selecting a new text or non-text item as the another at least one accompanying, non-requested item according to at least one rule, the at least one rule comprising selecting the new item based on a geographical location associated with a requestor of the archived material;  
generating [[a]] the second instance of the archived material by replacing the at least one substitutable item in the first instance with the new item, wherein the replaced substitutable item comprises a portion less than all of the second instance; and  
delivering the generated second instance as a web page from the web site to [[a]] the requestor of the ~~archived material~~ text item.
2. (Original) The method of claim 1, further comprising charging a fee to a provider of the new item for replacing the at least one substitutable item with the new item.

3. (Original) The method of claim 1, further comprising rendering the second instance of archived material.
4. (Original) The method of claim 1, wherein the first instance is retrieved from a data store resident on a first computing device, and wherein the method further comprises transmitting the second instance to a second computing device communicatively coupled to the first computing device.
5. (Original) The method of claim 1, wherein the substitutable item comprises a substitutable advertisement and the new item comprises a current advertisement.
6. (Original) The method of claim 1, wherein the substitutable item has a first position on a page and a first size, the new item has a second position on the page and a second size and the first size is substantially identical to the second size and the first position is substantially identical to the second position.
7. (Original) The method of claim 1, wherein at least a particular one of the plurality of items is described by meta-data.
8. (Original) The method of claim 7, wherein the meta-data comprises geometric data which specifies the position of the item on a page.
9. (Original) The method of claim 7, wherein the meta-data comprises category data that specifies that the particular one of the items is either text, collateral content, or an image.
10. (Original) The method of claim 7, wherein the meta-data comprises temporal relevancy data which represents a date beyond which the item is substitutable.
11. (Original) The method of claim 7, wherein the meta-data comprises a link to information related to the item.
12. (Original) The method of claim 11, wherein the related information comprises at least one of: a document, a text item, an image item, a collateral content item, and a coupon.

13. (Original) The method of claim 7, wherein the meta-data comprises business information.

14. (Original) The method of claim 13, wherein the business information comprises at least one of item provider, item owner, item sponsor, and cost.

15. (Original) The method of claim 1, wherein determining that at least one of the plurality of items is substitutable is based on the at least one item being outdated.

16. (Currently Amended) A system for ~~rendering an archived material, comprising:~~  
    ~~a first data store which stores a plurality of instances of the archived material, wherein at least one of the instances comprises a plurality of items organized into a formatted text document and comprising at least one requested item comprising text and at least one image and at least one accompanying, non-requested text or non-text item;~~  
    ~~a second data store which stores a plurality of rules comprising at least a first rule for replacing based on a geographical location of a requestor of the archived material, at least a first one of the plurality of items with a second text or non-text item, the first item comprising the at least one accompanying, non-requested item;~~  
    ~~a software module which creates a second instance of the archived material based on the first instance by replacing the first item with the second item, wherein the second item comprises a portion which is less than all of the second instance; and~~  
    ~~a delivery module which delivers the created second instance to a requestor of the archived material~~

providing an archived material from a web site, comprising:

a module for receiving a request from a requestor for a text item to be delivered as a web page from the web site;

a module for retrieving a first instance of the archived material comprising a plurality of items organized into a formatted text document, the plurality of items of the first instance comprising the requested text item and at least one accompanying, non-requested text or non-text item;

a module for determining that the at least one accompanying, non-requested item of the plurality of items is substitutable in that the at least one accompanying, non-requested item may be removed from the first instance of the archived material and replaced by another at least one accompanying, non-requested item so as to generate a second instance of the archived material comprising a plurality of items organized into a formatted text document, the plurality of items of the second instance comprising the requested text item and the another at least one accompanying, non-requested text or non-text item;

a module for selecting a new text or non-text item as the another at least one accompanying, non-requested item according to at least one rule, the at least one rule comprising selecting the new item based on a geographical location associated with a requestor of the archived material;

a module for generating the second instance of the archived material by replacing the at least one substitutable item in the first instance with the new item, wherein the replaced substitutable item comprises a portion less than all of the second instance; and

a module for delivering the generated second instance as a web page from the web site to [[a]] the requestor of the text item.

17. (Currently Amended) The system of claim 16, wherein the non-requested item of the first instance ~~first item~~ comprises a first advertisement which is a substitutable advertisement, and wherein the non-requested item of the second instance ~~second item~~ comprises a second advertisement which is a current advertisement.

18. (Original) The system of claim 17, wherein the first advertisement is determined to be substitutable by comparing a date on which a request is received with an expiration date associated with the first advertisement, wherein said date on which said document request is received is later than said expiration date.

19. (Original) The system of claim 17, wherein the second advertisement is determined to be current by comparing a date on which a request is received with an expiration date

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associated with the second advertisement, wherein said system date predates said expiration date.

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